



KNXV

**KNXV-TV
PHOENIX****ORDER**

Print Date 06/04/12

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Flight Dates 06/05/12-06/11/12Contract / Revision 299552 /Original Date / Revision
06/04/12 06/04/12Advertiser Cardon / Republican / SenatAgency Media Placement TechnologBuying Contact500 N Washington Street - Suite #31
Alexandria, VA 22314Product

Wil Cardon for Senate 2012

Agency Com 15%Billing ContactPO Box 288
Alexandria, VA 22313Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate #Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-1Advertiser RefPrimary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20% Market Value 98250

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	19650
KPNX	20%	19650
KPPX	%	0
KSAZ	20%	19650
KTVK	20%	19650
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
June 2012	19	\$16,702.50	\$19,650.00	0.00	05/28/12	06/11/12	19	\$16,702.50	\$19,650.00
Totals	19	\$16,702.50	\$19,650.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	06/05/12	06/08/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	-1111--	:30	4	\$650.00	P-1	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	-1111--		4				\$650.00		0.00			
N 2	KNXV	06/05/12	06/08/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-1111--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	-1111--		4				\$800.00		0.00			
N 3	KNXV	06/11/12	06/11/12		CM	430pm-5pm	M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00



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Contract / Revision **299552** Flight Dates **06/05/12-06/11/12**

Hiatus Dates

Original Date / Revision 06/04/12/ 06/04/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 430pm-5pm Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	M-----					1	\$650.00		0.00			
N 4	KNXV	06/11/12	06/11/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	M-----					1	\$800.00		0.00			
N 5	KNXV	06/09/12	06/09/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	-----S-					1	\$1,000.00		0.00			
N 6	KNXV	06/05/12	06/08/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-TWTF--	:30	4	\$1,800.00	P-1	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	-TWTF--					4	\$1,800.00		0.00			
N 7	KNXV	06/11/12	06/11/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	M-----					1	\$1,800.00		0.00			
N 8	KNXV	06/06/12	06/08/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	--W-F--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/12	06/10/12	--W-F--					2	\$800.00		0.00			
N 9	KNXV	06/11/12	06/11/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/11/12	06/17/12	M-----					1	\$800.00		0.00			
													Totals	19	\$19,650.00